

1. Record Nr.	UNINA9910811482003321
Autore	Freedman David M.
Titolo	Equity crowdfunding for investors : a guide to risks, returns, regulations, funding portals, due diligence, and deal terms / / David M. Freedman and Matthew R. Nutting
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-118-85780-1 1-118-86487-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (306 p.)
Collana	Wiley Finance Series
Disciplina	658.15224
Soggetti	Crowd funding
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword; Preface: The New Angel Investors; Definitions of Key Terms; Acknowledgments; About the Authors; Chapter 1 The Foundations of Online Crowdfunding; The Internet Doesn't Change Everything; But the Internet Changes Some Things; Rewards Crowdfunding Blasts Off; Wisdom and Madness of the Crowd; Rewards as a Gateway to Equity; Debt and Donation Crowdfunding; Lending to Your Peers; Donation Crowdfunding; Emergence of Equity Crowdfunding; Chapter 2 Equity Offering Platforms (under Regulation D); Definitions; Liquidity; Liability; Regulation D Basics; Regulation D Offering Platforms Deregulating General Solicitation; Distinguishing Reg D and Title III; Reg D Offering Platform Categories; Profile: Micro Ventures; Done Deals; Deal Flow; Closing the Deal; Profile: Circle Up; Done Deals; Deal Flow; Closing the Deal; Suspense Builds around Title III; Chapter 3 Equity Crowdfunding; Paving New Roads to Capital Markets; A Deeper Dive into Title III; Title III Provisions for Issuers; Title III Provisions for Investors; Title III Provisions for Intermediaries; Broker-Dealers and Due Diligence; Experts and Pundits Analyze Title III; Supply-Side Pessimists Demand-Side Pessimists; The Cautious Outlook; Chapter 4 Intrastate Equity Crowdfunding; The Intrastate

Exemption; The Surge of Intrastate Exemptions; Can Funding Portals Receive Compensation?; The Bohemian Guitar Success Story; Deal Trickle, Not Flow; More Intrastate Crowdfunding Exemptions; Chapter 5 Deal Flow; Stages of Business Development; Growth Potential; Historical Angel Deal Flow; Chapter 6 Angel Investors; Angel Investors before Crowdfunding; Traditional Angel Investors; Financial and Social Motivation; Running the Numbers; Where's the ROI? Angel Groups and Angel Crowds Wisdom and Madness of Crowds; New Angel Investors; Two Keys to Angel Investing Success; Chapter 7 Equity Crowdfunding Portals; Suitability and Due Diligence; Revenue for Platforms; Purebred and Hybrid Platforms; The Equity Crowdfunding Ecosystem; Generalists, Specialists, and Aggregators; Orientation to Equity Crowdfunding Sites; Terms and Conditions of Use; The Investor Dashboard; Application for Issuers; Chapter 8 How to Invest, Part I: Portfolio Strategy; Private Securities Risk and Reward; Risk and Diversification; Alternative Assets; Asset Allocation Dry Powder Before You Pull the Trigger; Return on Investment; Liquidity; Employment; Exits; Chapter 9 How to Invest, Part II: Identify Suitable Offerings; Narrow Down Your Selection of Offerings; Social and Personal Motivations; Financial Motivations; Selecting Equity Crowdfunding Sites; Get Good Advice from Informed Advisers; Tying It All Together; Chapter 10 Equity Crowdfunding Securities; Straight Equity: Stock and LLC Units; Common and Preferred Stock; Drawbacks of Corporations; Limited Liability Companies; LLC Drawbacks; Stock or LLC Units: Which Is Better for Investors? Convertible Debt, the Hybrid Security

Sommario/riassunto

Learn the ins and outs of equity crowdfunding with this informative guide. *Equity Crowdfunding for Investors* is a comprehensive, objective, and authoritative guide to the social and financial rewards of crowdfunding. Before now, angel investing - and the spectacular returns possible in this asset class - has been off-limits to all but the wealthiest Americans. Now equity crowdfunding portals allow the general public to buy shares in startups and fast-growing private companies for the first time in generations. This book provides the guidance individuals need to invest wisely, tempering the
